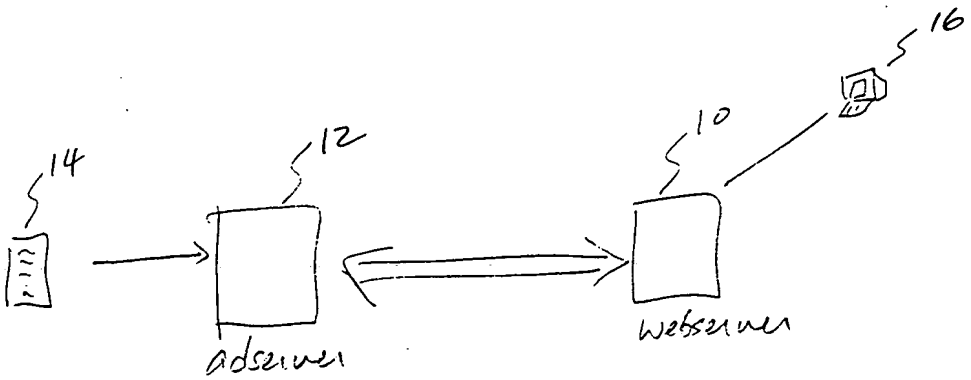


FIG. 1

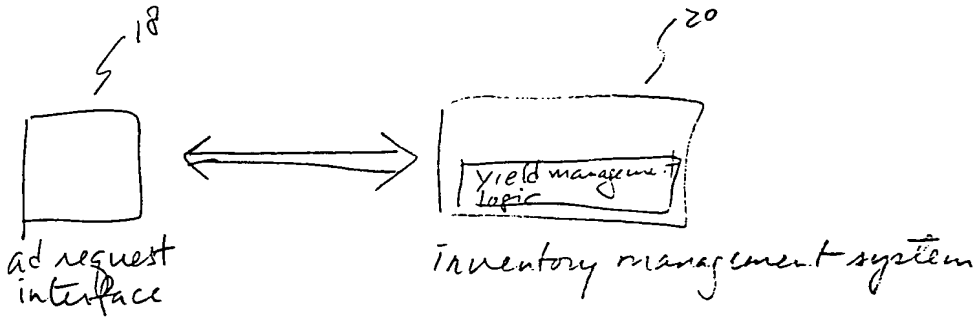

18
20
Yield management logic
ad request interface
Inventory management system

FIG. 2

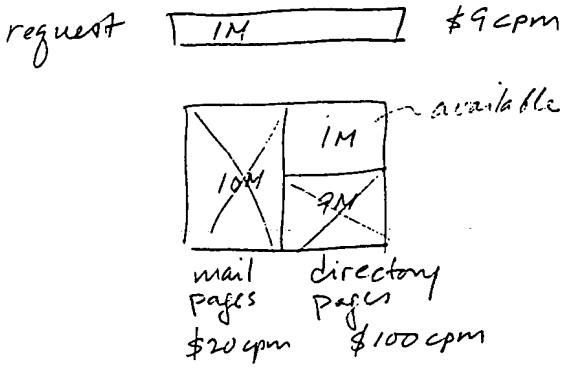

request
1M
$9 cpm
available
1M
10M
9M
mail pages
$20 cpm
directory pages
$100 cpm

FIG. 3

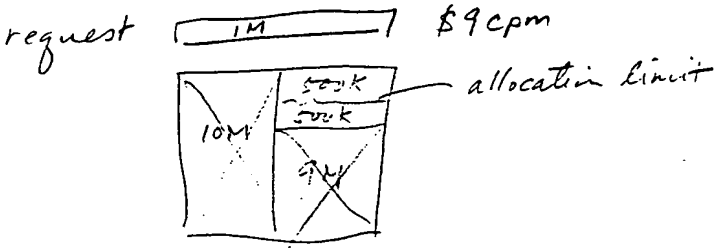
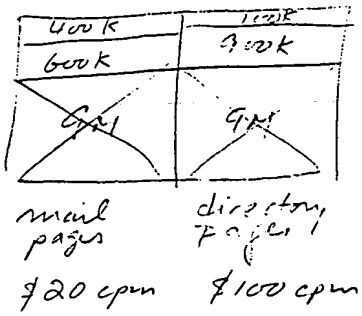

request
1M
$9 cpm
500K
500K
allocation limit
10M
9M

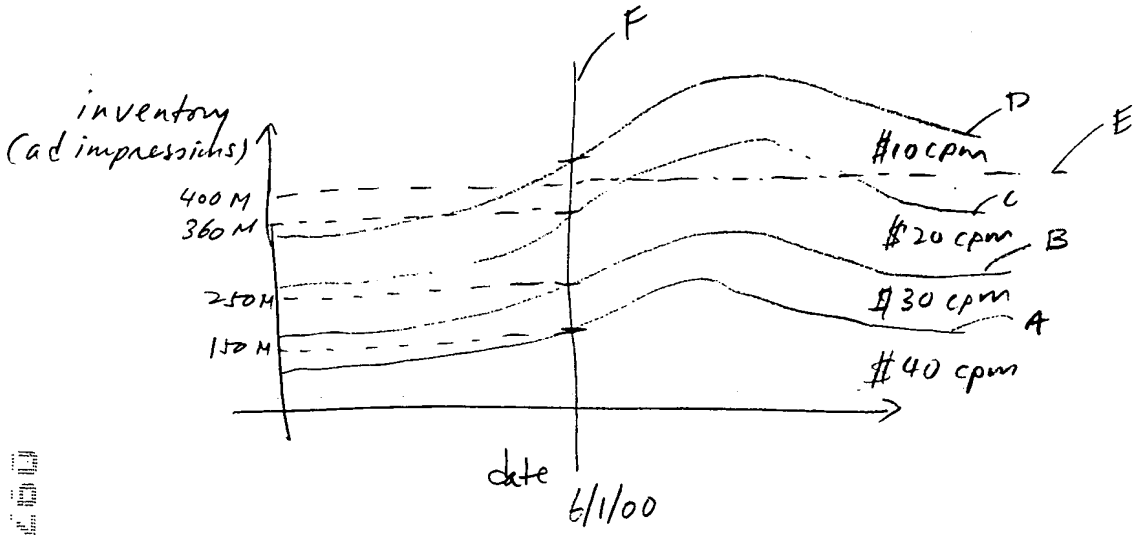
FIG. 4

request [2M]



accumulative averages: 500K @ $9
1100K @ $15
2000K @ $50

FIG. 5



(not drawn to scale)

FIG. 6

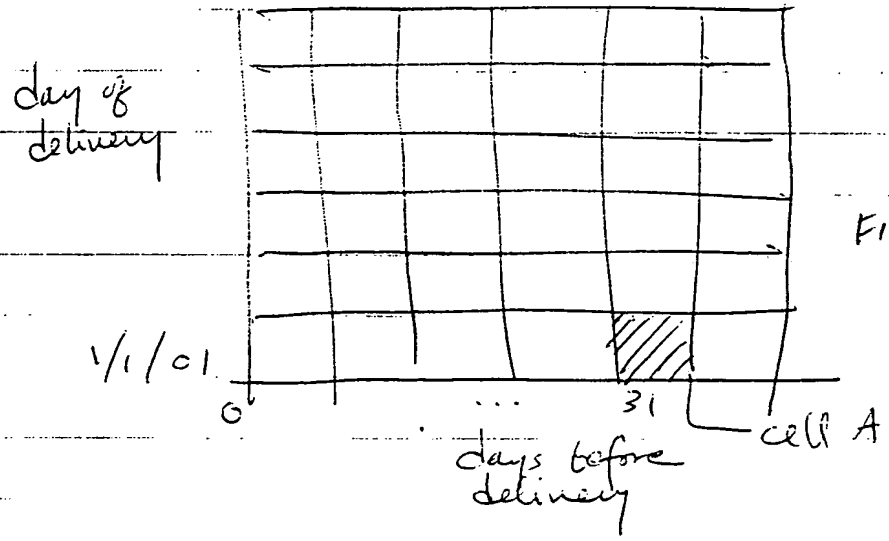

day of delivery
1/1/01
0
...
31
cell A
days before delivery

FIG. 7

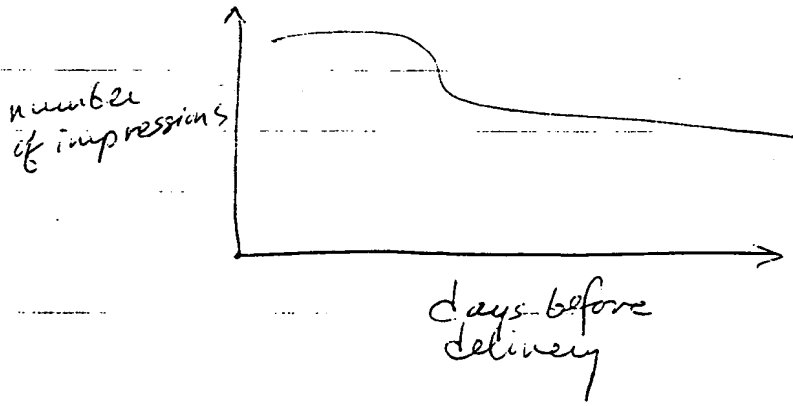

number of impressions
days before delivery

FIG. 8

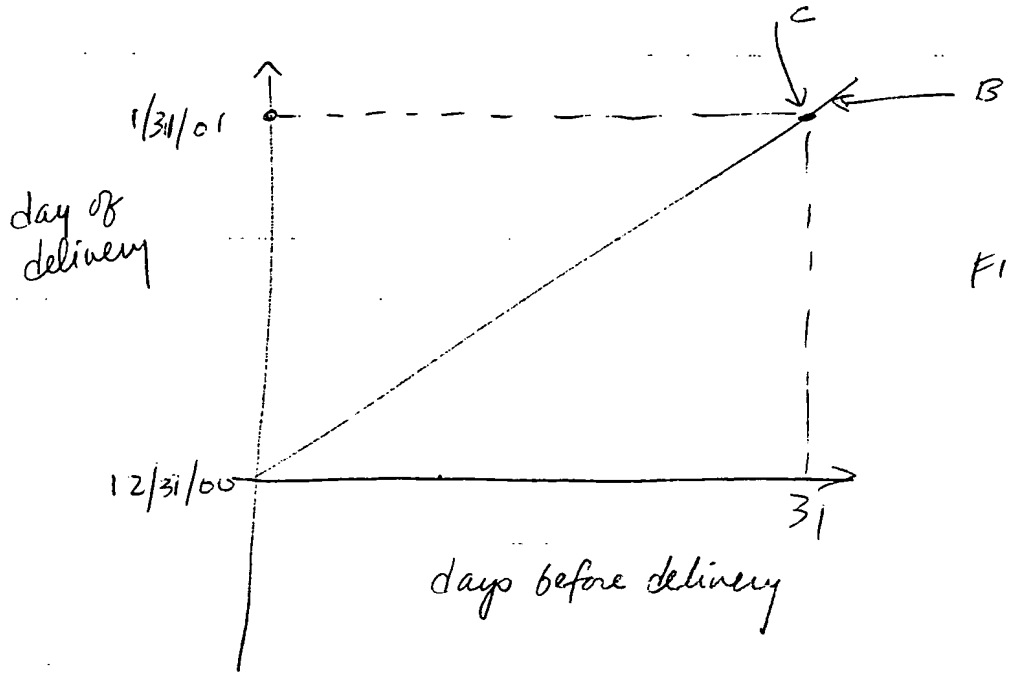


FIG. 9

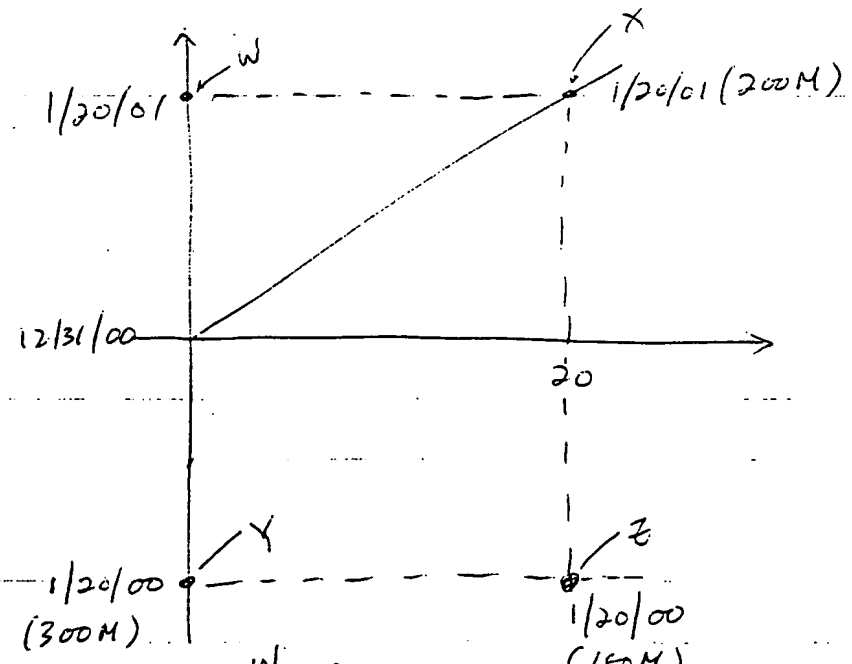


FIG. 10

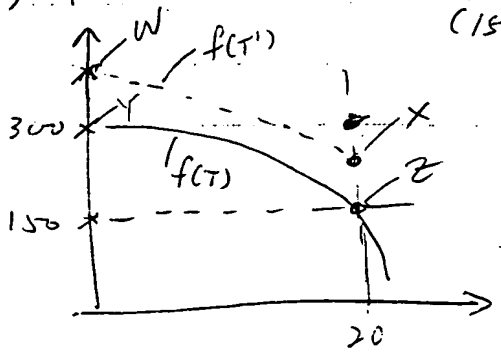


FIG. 11